

Hair Care in Austria

Market Direction | 2023-06-05 | 26 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Hair care generates a healthy share of overall beauty and personal care retail sales in Austria. In 2022, hair care accounted for the second-highest retail value share in beauty and personal care, behind skin care. The demand for hair care was stable in 2022, with flat retail volume growth overall. Retail current value sales registered strong growth in 2022, but this stemmed largely from average unit price increases. Many manufacturers adjusted the prices of their products as the costs for energ...

Euromonitor International's Hair Care in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Hair Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hair Care in Austria
Euromonitor International
June 2023

List Of Contents And Tables

HAIR CARE IN AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressure boosts retail value over volume sales in 2022

Reopening of hair salons boosts salon professional hair care but damages the demand for colourants

Large brand portfolio and investment keep Henkel Central & Eastern Europe at the top

PROSPECTS AND OPPORTUNITIES

New innovative products to boost conditioners and treatments

Shampoos to continue to lead sales

International brands to remain the preference for hair-conscious consumers

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN AUSTRIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Hair Care in Austria

Market Direction | 2023-06-05 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com